



## Retiree Relocation Committee

### *Three-Star Program*

With 14% of Tennessee's population 65 years or older and with that percentage expected to rise drastically in the coming years, attracting and relocating retirees provides an opportunity for a community to both strengthen and diversify its economy while at the same time becoming enriched with skills and experience. To successfully attract and relocate this sector, communities must be aware of retiree interests and concerns and develop and implement strategies accordingly.

#### **Responsibilities of Chairperson(s):**

- ✓ **Form a Retiree Relocation Committee** that has representation from the following segments of the community: local government, Chamber of commerce/economic development organization, tourism/visitors bureau, bankers/financial advisors, health care officials, realtors, educators, elected officials, restaurants, retail, and retirees).

This list is not exhaustive. A community **should** consider inviting interested parties not included here to participate.

- ✓ **Community Assessment:**

Retirees who are considering relocating have certain expectations in mind and are very interested in a number of issues that affect the quality of life in any community. Factors that retirees consider important and **should** be included in the assessment: Health Care, Educational Opportunities, Public Safety, Shopping/Restaurants, Recreation, Cultural attractions, Volunteer opportunities, Transportation, and Housing.

These are some of the things that a retiree prospect will consider when weighing relocation options. It will be important for the committee to honestly evaluate the community to identify not only attractive features that can be successfully marketed, but also areas of concern that will require improvement.

Upon completion of the assessment, the committee will need to write a comprehensive report detailing each issue assessed and specific plans for improvement. Every year the assessment will need to be reviewed and updated. Your Regional Economic Development Specialist will be able to provide assistance, resources and an assessment tool for this component.

✓ **Marketing:**

The retiree market is large and will grow tremendously in the years to come. Because the market is quite diverse, the community must consider the type of retirees it hopes to attract and develop a plan to market to this audience. To answer the questions, the Retiree Relocation Committee will be required to develop a written marketing plan that includes all of the following:

1. Mission statement
2. Goals and the strategies the committee will employ to attain goals
3. The Target Market
4. Brochures with response pieces
5. A community information package tailored to retiree interests
6. A toll-free number for prospect inquiries
7. A funding plan
8. Retiree Prospect Package

✓ **Ambassadors:**

To be successful, a community must have a dedicated group of volunteers who are excited about selling the town to people interested in moving there. A community **must** recruit such a group that will be designated as local ambassadors; ideally they would be dedicated retirees who have relocated to the community. These people **should** be properly trained to answer prospects' questions effectively and to ease any reservations that prospects might have.

Duties of ambassadors will include:

1. Responding to inquiries by letter and/or phone
2. Hosting visiting prospects and providing community tours
3. Maintaining contact with an assigned prospect until a decision is made

✓ **Web Presence:**

Communities must have a link on the county/city web home page describing why their community is a "Great Place to Retire/Relocate." This site **should** also include personal testimonials from retirees and must be linked to ECD's web site.